

Correlation between the Attitude towards Money and the Attitude towards Collaborative Economy

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Extended Summary

Research`s objectives

Money is linked to everything that a society accepts as a means of payment. From a psychological point of view, money is certainly something else. It is absolutely necessary for survival, related to social class, age and sex. The negative side of money is linked to the worst in human beings: it is at the root of the worst disputes, crimes and offences, and of human envy in general. (Quintanilla, 2005). Different studies show that individuals have different attitudes toward money (Tang, 1993; Guzmán 1999).

In 1995, Luna, Quintanilla and Díaz presented the Attitudes to Money (Attitudes towards Money) scale. Dividing the scale in two factors. The social attitude factor is understood as the social power that one has and can potentially exercise by having money. The personal factor is divided by two: The "personal wealth" factor is related to the desire to be rich and thus have a better life. The "Personal Happiness Factor" is the vision of money as a key element for subjective satisfaction and happiness.

The collaborative economy is a new economic model based on the exchange between individuals of goods and services, which remained idle or underused, in exchange for compensation agreement between the parts. (Hamari, 2016). In 2018, Jorge Albaladejo translated the Test of Attitudes towards Collaborative Economics into Spanish. Divide the scale into two factors: Factor Saving + Enjoyment is the vision of enjoying and saving when using the Collaborative Economy. Factor Environmental Sustainability related to the care of the environment when using the Collaborative Economy.

There are no previous studies linking these two attitudes. It's interesting to see how they work together in our society.

Method

182 people from the Valencian Community were asked about this from the age of 16. We also ask for level of studies, scope of studies, employment status, socioeconomic status and previous participation in some kind of collaborative economy. The two tests, Attitudes to Money Scale and Attitudes to Collaborative Economy Scale, are administered online. The data is worked with the program SPSS statistics 22

Results

First, exploratory testing of descriptive statistics is performed to eliminate extreme scores. The average for each Factor and the Pearson Bivariate correlation are then obtained. With the data obtained, a comparison is made of the averages of the factors of the test of attitudes towards the collaborative economy grouped by each descriptive variable. The Kolgomorov - Smirnof test is performed with Lilliefors correction and a normal distribution is obtained. There are 5 ANOVAS and 2 Student t tests. Finally, depending on the results obtained, the correlation of factors of the two tests is obtained, depending on whether or not you have participated in collaborative economics before.

Moderate positive correlation of the Enjoyment + Savings Factor with the Attitudes towards money scale factors is obtained. There are also significant differences in the averages of the Disdrutability + Savings Factor depending on whether or not you had previously participated in collaborative economics. For the "yes I had" group, there were not very significant correlations with the scale of attitudes towards money. For the group "I had not participated", we obtained a significant moderate correlation of the Enjoyment + Savings and Money Factors and Money Personal Happiness.

Conclusions

The results obtained do not allow us to attribute causality, but it is felt that savings thanks to collaborative economics have a positive influence on personal money factors (Wealth and Happiness). It is possible that because of this, it is positively related to the enjoyability of this type of economy.

Paradoxically, there is a greater correlation between factors in subjects who have not used collaborative economics.

One possibility is that their attitudes are guided by their expectations of the collaborative economy. Following this possibility, the users who have used it have proven that for them the expected savings and enjoyment effect does not arise, since the Personal Money Wealth factor does not correlate with.